

IN THIS ISSUE  
MAGIC MUSH-  
ROOMS, MEXICAN  
BOXER, AND  
TELEVISION.

# MEXICO / *this summer* month


MEXICO / this month ~ July 1960



300  
PESOS MEX.  
25¢ U.S.

HERE IS AN AUTHENTIC COLONIAL PALACE for sale, a country residence near both railroad and highway on a knoll overlooking the fertile, sweet valley of Durango. Constructed by the conquistadors of California as a summer residence at the beginning of the 17th century, the property includes a surrounding farm of 100 irrigated hectares (250 acres), as well as woodlands and other properties for dryland farming. The entire property has clear title, guaranteed by the Mexican Government against expropriation. Write to us for photographs, information about original titles of ownership, and other documentation.

Dept. EG  
Mexico/This Month  
Atenas 42-601  
México 6, D. F.



HACIENDA FOR SALE

## OF SPECIAL INTEREST

July 4—The American Colony celebrates with picnics, sports, speeches, etc. Ambassador and Mrs. Hill will hold open house from 10 to 12 a.m. in their residence at Londres 102, and the Embassy is planning various activities later in the day (for details call Protocol Officer of Embassy). There will be an all-day fair at the American School on Saturday, July 2, beginning at 9:30 in the morning, with ferris wheel, hot dogs, raffles (2 automobiles are included among the prizes), and special booths sponsored by almost every club and organization of the American Colony in Mexico. That night, July 2, the Mexican-North American Institute will give a special dance at the Club Riviera (tickets at the Institute).

Pan-American Music Festival—The National Symphony Orchestra offers a month of Pan-American music at the Palacio de Bellas Artes.

Death of Miguel Hidalgo, July 30—Anniversary of the death of another great Mexican hero, who led Mexico in its fight with Spain for independence.

Day of St. James the Apostle, July 25—A major fiesta throughout Mexico, celebrated by all towns of which he is patron, all persons bearing his name, and all horsemen. Usually portrayed on horseback, Santiago has captured the fancy of many Indian villages to such a degree that his horse often shares honors with him. Most of the festivities include charro events and horse races.



Monday on the Hill—On July 20 & 27 Oaxaca celebrates its Lunes del Cerro, one of the outstanding folkloric events of the year. At this time such famous dances as the Danza de la Pluma, which goes back to the Conquest, the Jarabe de Yelala (from Sierra Juárez), the Jarabe del Valle (San Antonio Ocotlán), the Jarabe Mixteco and the Zandunga (Tehuantepec) may all be seen.

Anniversary of the death of Benito Juárez, July 18—A solemn national holiday in memory of Mexico's great Indian leader. Masonic ceremonies at his tomb in the San Fernando Cemetery.

# Preview

WHAT TO SEE, WHERE TO GO IN

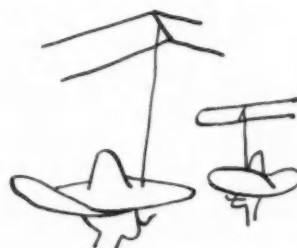
July

## IN THIS ISSUE WE ARE FEATURING

Magic Mushrooms—10  
A Walk in the Pedregal—12  
Aguas Frescas—14, 15  
Mexican Boxer—17  
TV on the March—20  
The Tabasco Invasion—23  
Investment Reading—27

## As Well As

Acapulco—5  
From Our Readers—6  
Person to Person—7  
Stepping Out—25



## JULY climate

City	Temp. (F.)	Rain (Inches)
Acapulco	83	8.6
Cuernavaca	68	8.6
Guadalajara	69	10.0
Guanajuato	66	6.6
Mérida	81	5.5
México, D. F.	61	4.9
Monterrey	81*	2.9
Oaxaca	70	3.7
Puebla	63	5.4
Taxco	70	12.0
Tehuantepec	69	4.9
Veracruz	81	13.8

## FIESTAS AND SPECTACLES

Querétaro, Gto. July 25-31. This region is noted its excellent breed of fighting bulls, so bullfights are organized weeks in advance in honor of St. Anne. "Aficionados" from Mexico City and nearby towns flock to the festivities. Also noteworthy are the variety and color of the firework display.

Santa Ana Chiautempam, Tlax. July 25-Aug. 6. Regional fair in honor of St. Anne, with bullfights, horseraces, cockfights, and sporting and theatrical events. Since Tlaxcala possesses some of the most famous breeding ranches in Mexico, bullfights are likely to be good.

Cuatro Ciénegas, Coahuila. July 1-31. Annual Grape Fair, with election of a queen, concerts, dances, theatrical productions, literary contests and agricultural exhibits.

Juchitán, Oaxaca. July 19. A festival dedicated to the goddess of the earth, the equivalent of the Greek Ceres. Fireworks, food and dancing.

Tlaxcala, Tlax. July 22. On this night there is an impressive torchlight pilgrimage to the Chapel of Cristo Rey, several miles

above sea level, set into the peak of Cuatlapango Mountain.

Guanajuato, Gto. July 11-31. The Verbena de San Ignacio, held on the Cerra del Horniguero (Anthill Hill), adds its special attractions to the many others that can already be found in this city, which is one of Mexico's most beautiful colonial gems.

Ciudad del Carmen, Campeche. July 15-31. On July 16, 1717 the pirates who had occupied this island for decades were driven away, and since this victory was on the Day of the Virgen del Carmen, she has been patroness of the town ever since. The event is commemorated annually with native and regional dances, bullfights, and fireworks.

# ART

**Famous Mexican Artists** — Permanent exhibit of works by such renowned painters as Rivera, Dr. Atl, Siqueiros, and Tamayo. Mirachi's Centro de Arte Moderno (Juárez 4).

**American Indian Exhibit** — Beginning July 7, the Mexican-North American Institute (Hamburgo 115) will feature an unusual exhibit of works by a group of 24 North American artists, all of pure Indian blood, representing approximately 20 different tribes from Apache to Eskimo, and graduates of leading universities and art schools of the U.S.A. Appropriately enough, the 46 paintings will depict mostly scenes from Indian life or legends. Also on exhibit will be a special collection of Indian dolls, tribal costumes, arranged in miniature tableau, representing the typical daily activities of the North American Indian.

**Garden of Art** — Every Sunday from 9 a.m. to 4 p.m. artists display their works in the Jardín del Arte in Sullivan Park (behind the Monumento a la Madre).

**Colonial Art** — Permanent exhibit of the San Carlos Academy. (Academia 22).

**Engravings** — A collective exhibition of engravings will be shown this month in the Galerías Glantz (Genova 70) and the Salon del Carmel-Art (in the Restaurant Carmel, Genova 70A). Also, the special auction of works by 40 Mexican painters, being held in these two galleries for the benefit of crippled children, will continue through the first part of July.

**Modern Sculpture and Paintings** — An exhibit of contemporary art, featuring Fernando Belain, José Bartoli, Arnold Belkin, Alberto Gironella, Elvira Gascon, Francisco de Icaza, Juliette La Chaume, Xavier de Oteyza, Felipe Orlando, Vicente Castilla Ormas, Geles Cabrera, Pedro Coronel, and Sacram. Through mid-July there will be a special exhibit of the works of José Luis Toledo. Galería Tuso (Hamburgo 68).

**Museo Nacional de Historia** — (Chapultepec Castle). Interesting relics from Mexico history, particularly featuring personal belongings and living quarters of Maximilian and Carlota.

**Museo de la Charrería** — (Casa Chata, Tlalpam, D. F.). A fine collection of Mexican charro items may be seen here.

**National Art Museum** — A large museum devoted entirely to art. Some salons change exhibits frequently, others are permanent.

**Museo Historico de Churubusco** — (Near the Calzada de Tlalpan in Churubusco). A beautifully restored ex-convent, which now houses historical objects from the War of 1847.

**Museo Colonial del Carmen** — (Alvaro Obregón in the Villa de San Angel). A Carmelite convent of the 17th century.

**Museo de Arte y Ciencias** — (To the west of the National School of Architecture). Interesting exposition of Pre-Columbian Art in Mexico.

**Museo Nacional de Antropologia** — (Calle de la Moneda 13, around corner from National Palace). Pre-Hispanic art.

**Museo Etnologico de Figuras de Cera** — (Calle del Seminario & Guatemala). Wax museum.

## MUSEUMS

**Museo Frida Kahlo** — (Calle Londres 127, Coahuacán). This former home of Mexico's outstanding woman artist and her equally famous husband, Diego Rivera, has been converted into a charming museum, featuring exhibits of their works, an interesting idol collection, and many of the rooms.



*Artes  
de México*


This summer invites you to:

- Discover the unusual and fantastic in Indian arts--
- Take home original gold leaf and colonial furniture
- Send original decorative accessories.

We ship wholesale and retail anywhere in the world.

Catalogue on request.

Amberes 61-A Tel. 28-90-16  
Summer Special -- Handcrafted pottery.




**THE NATIONAL INSTITUTE  
OF FINE ARTS**

with the cooperation of **Mexican  
Association of Travel Agencies**

**PRESENTS**

**BALLET FOLKLORICO DE MEXICO**


**-Mexico through its music and dances-**



**Every Sunday at 9.30 A. M.  
at the Palace of Fine Arts**

The Glass Curtain made by Tiffany will be shown.

Tickets with your travel agency or with  
the Mexican Assn. of Travel Agencies at  
Antonio Caso 61 Teloph. 46-79-36 from  
monday through saturday. Sundays  
at the National Palace of Fine Arts.





# MUSIC

# THEATRE

**Ciencinas de la Juventud**—This special season of Youth Concerts continues throughout the month of July. Every Wednesday night, 9 p.m., Sala Ponce in the Palacio de Bellas Artes.

**Santiago Quartet**—This outstanding group will be presented on July 18 at 9 p.m. in the Palacio de Bellas Artes.

**Coro de Madrigalistas**—On July 25 this well-known Mexican choir will offer its first concert of the season in the Palacio de Bellas Artes at 7 p.m.

**Festival Panamericano de Musica**—Mexico's National Symphony Orchestra offers a series of Pan-American programs throughout this month. July 4, 7, 11, 14 & 18 at 9 p.m., Palacio de Bellas Artes.

**Opera**—The International Opera Season continues, this month offering "La Boheme" on July 6, Palacio de Bellas Artes, 9 a.m. Other operas will be scheduled during month of July. check newspaper for further details.

# DANCE

**Ballet Folklórico de México**—Amalia Hernandez's outstanding group continues to offer authentic ancient and regional folk dances every Sunday morning in the Palacio de Bellas Artes at 9:30. The famous Tiffany Glass Curtain is shown during these performances.

**Native Dances**—Typical Mexican dances in costume with native music. Every Friday night, Hotel Vasco de Quiroga, 8:30 p.m.

Study this summer in Mexico  
Learn to **SPEAK** Spanish  
**3-WEEK INTENSIVE COURSES**

Beginning Intermediate Advanced  
Sessions start:  
July 25  
Sept. 5  
Sept. 30



**MEXICAN AMERICAN CULTURAL INSTITUTE**

Hamburgo 115, Mexico 6, D. F.  
(Central Location)

**El Canto de la Cigarra**—Another comedy by Alfonso Paso, presented by Manolo Fábregas, who both directs and acts in the work. Also starred are Mopy Cortés, Tony Carvajal and Angélica María. Teatro de los Insurgentes (Insurgentes 1587, tel. 24-58-91). Nightly 8:30; Saturdays 7:15 & 9:45; Sundays 5 & 8. Closed Mondays.

**El Viaje de la Vida**—Herbert Cobey's drama in-the-round. This modern version of the Greek tragedy of Clytemnestra is directed by Xavier Rojas features Maria Douglas, Eduardo Fajardo and Maria Idalia. Teatro El Granero (Behind National Auditorium, tel. 20-43-31). Nightly 8:30; Saturdays 7:15 & 9:45; Sundays 5 & 8 p.m. Closed Wednesdays.

**Los Millones de Marco Polo**—Mexico's Instituto del Seguro Social presents O'Neill's romantic drama, directed by Ignacio Reta. The cast includes José Gálvez, Leonor Llausa, José Elías Moreno and special performances by Rosa Elena Durgel, Antonio Bravo and Claudio Brook. Teatro Xela (Xela-Nightly 8:30; Saturdays 7:15 & 9:45; Sundays 5 & 8. Closed Mondays.

**Horas Robadas**—A Liza y Ernesto Alonso production of P.Osborn's comedy, directed by Jesús Valero. Stars Cesarea Quezadas (Pulgarcito), Miguel Manzano and Patricia Morán. Teatro Sullivan (Sullivan 25, tel. 46-07-72). Nightly 7:30 & 9:45; Sundays 5 & 8. Closed Mondays.

**Rentas Congeladas**—First original Mexican musical comedy, by Sergio Magaña. Plot deals with the conflicts to be found in the social situation in the city of Mexico, and stars Celia D'Alarcón and Sergio de Bustamante. Teatro Iris (Donceles 36, tel. 21-69-00). Nightly 7 & 10; Sundays 5 & 8. Closed Mondays.

**A Ocho Columnas**—Comedy by Salvador Novo, which satirizes mercenary journalism. Directed by the author, it features Virginia Gutiérrez, Miguel Suárez, Rafael Llamas and Graciela Doring. Teatro Milán (Milán & Lucerna, tel. 46-21-46). Nightly 7:30 & 9:45; Sundays 5 & 8.

**Cinco Minutos Antes**—An original comedy by Italian playwright Aldo de Benedetti. It's thesis is there must be confidence in love. Directed by Enrique Alonso and featuring Carmen Molina and Lorenzo de Rodas. Teatro de la Esfera (next to the Cine Ariel, Ejército Nacional, tel. 20-97-85). Nightly 8:30; Saturdays 7:15 & 9:45; Sundays 5 & 8. Closed Wednesdays.



## Sanborns

People in the know...

Go to SANBORNS.

Food for the most discerning

-excellent service-

in a distinctive

setting...

there's always a

SANBORNS

near you:

- ★ Madero 4.
- ★ Reforma 45.
- ★ Del Prado Arcade.
- ★ Salamanca 74.
- ★ Niza 30.

The House of Good Taste.

## Sanborns

REFORMA 45 SALAMANCA 74

MADERO 4 NIZA 30

DEL PRADO ARCADE

## TOTAL PROTECTION



for small cars...



for large ones.



**ECONOMY SERVICE**

You'll be wise to look  
for the Flying Red Horse...



because your car deserves it.

## OF SPECIAL INTEREST IN COMING MONTHS

**Symphony**—The National Symphony Orchestra begins its Fall season in the latter part of September.

**Opera**—The International Season will continue throughout the summer at the Palacio de Bellas Artes. In September "Nicolas Bravo" will be debuted in Mexico.

**Ballet**—The increasing popularity of ballet in Mexico is attracting more and more outstanding companies to this country. In August the Yugoslavian Ballet Troupe and Dayde and Renault, stars of the Grand Opera Ballet of Paris, are scheduled for concerts here. In September the Hindu Ballet Group pays Mexico a visit. Meanwhile, not to be outdone, the national ballet companies are keeping on their toes, too, with Amalia Hernández's Folkloric Ballet Group continuing its Sunday morning series in the Palace de Bellas Artes throughout August, and the Bellas Artes Ballet Co. getting its official season underway in September.

**150 Years of Mexican Independence**—Big celebrations are planned for September, which will mark a century and a half of freedom for Mexico. A "Caravana Histórica" is being planned for September 15 in the Plaza de la Constitución and the National Auditorium will feature a "Magna Festival de la Independencia" during that same week.

**II Bienal Interamericana de Pintura y Grabado**—A large exposition of Inter-American painting and engraving opens September 5 in the Palacio de Bellas Artes and all Art Galleries affiliated with the I.N.B.A.

**Feria del Hogar**—All the countries of America will participate in Mexico's annual Home Fair, which will be celebrated in September at the National Auditorium.

## A SHARE IN F.I.R.M.E.\* IS A SHARE IN MEXICAN PROGRESS



Mexico today is one of the most stable nations, politically and economically in the Western Hemisphere.

The purpose of F.I.R.M.E., your **mexican investment company**, is to enable investors to buy a financial interest in Mexico's future. A single share of F.I.R.M.E., around ten dollars, represents ownership in a list of over 30 Mexican stocks, carefully selected for safety, income, and growth.

For more information about F.I.R.M.E., phones 12-45-49 or 12-45-34, write or call in person at

**\* FONDO DE INVERSIONES**

**RENTABLES MEXICANAS, S. A.**

Venustiano Carranza 54, Mexico City



Ant. Com. Nat. Val. No. 916. 4-XI-58

Be sociable  
have a



# this month IN ACAPULCO

by Carol Miller

Acapulco turns red-white-and-blue in July, and in more ways than the familiar neon ads reflected in the bay. Natives and port habitués turn out in grand style to honor our North American independence, which did much to inspire Mexico's own. Colored streamers decor-

ate many of the hotels and parts of the downtown shopping area.

We suggest that July visitors include eye drops in their luggage to avoid this same color scheme being reflected in their eyes. It could be written off as the effect of tropical sun beating on sunny surf and white sand. . . it could also be the festive events.

Concerts will take place in the open-air Fort San Diego theater, weather permitting. This is the rainy season, after all, and while the tropical downpour usually lasts only minutes and vanishes, it could become as unpredictable as wather seems to be all over the world these days. . . It might not rain at all, or it might start and not stop. It's hard to tell and we feel ill qualified in the meteorological department and don't want to commit ourselves to predictions.

This month in Acapulco is still fun, regardless of the capriciousness of the climate. Rates are down for the summer. The foreign colony schedules its usual round of frolic and games. Visitores can get in on some of these past-times; or can scurry on to more touristic endeavors

Entries are beginning to come in for the San Diego-Acapulco Yacht Race, to be held next January. Potential participants should write to Billy Clyde, Acapulco, Gro., Mexico.

A couple of words to the wise that we have picked up in the course of intensive living; skin becomes sensitive after exposure to salt, sun, and wind, so gentlemen tourists might prefer electric to regular razors during their holiday. The sun is blazingly strong and we strongly urge the uninitiated to confine their first days in Acapulco to ten or fifteen minutes of exposure. Better to be safe than sun-burned.



ASK THE MAN WHO'S  
BEEN THERE...  
CHAS & QUINCY NIBBI,  
MGRS. & OWNERS



fracc. hernas - acapulco  
tel. 16-02

A garden spot 100 yards  
from Karabell Beach  
and beautiful Acapulco  
Continental Plan Bay  
16 rooms

Acapulco, Gro.

**ACAPULCO**

*Las Hamacas*

MOTOR HOTEL

Air Conditioned



**RANCHO TELVA**   
in enchanting TAXCO

- Swimming in the new spring-water pool
- "Paddock" purified
- and of course the best food obtainable

owned and operated by  
**Wells Fargo & Co. Express, S. A.**  
Av. Juarez 8, Mexico City  
Phone: 18-52-60

**HOTEL SANTA PRISCA**

Your hosts: Fred & Tere Clapp  
Best in food, service and comfort  
Reasonable Rates

Taxco MEXICO

**MOTEL ACAPULCO**  
THE FIRST AND BEST

Purified Water Swimming Pool  
65 Rooms  
65 Baths  
10 Kitchensettes  
Restaurant and Bar  
(On the Ocean) Box 209 Tel. 40-300

THE MOST BEAUTIFUL SPOT UNDER THE SUN.

**HOTEL CALETA ... ACAPULCO**

The sea at your feet ...

300 Suites



Internacional  
Cuisine

Reservations in Mexico: Balderas 36-6 Mexico 1, D. F. Telephones: 21-08-69 21-80-98  
Request Illustrated Brochure from our U.S. Representatives: William P. Wolfe Organization  
On the West Coast: George Smith OR SEE YOUR TRAVEL AGENT

# From our readers

¡SI, COMO NO!

## NI MODO

Hacienda  
Uxmal  
Uxmal, Yucatan, Mexico.

"...I have just noticed an article on Page 12 under title of "New Discovery in Yucatan" in which Dr. Willy Andrews is given credit, erroneously, for the discovery of the caves in which offerings to the rain god "Chan" were found. There is a picture of José Humberto Gomez Rodriguez, but no explanation that he was the discoverer of this very important find. I imagine this is an oversight or a mistake and I hope that you will give credit where credit is due and name Mr. Gomez as its true discoverer in your very next issue. Mr. Gomez studied at Tulane University in New Orleans and this discovery was not an accident. He formulated certain ideas about the Mayas religious habits, after several years of study on the subject, and as a result searched for and found these underground places of worship. Such diligence and the resultant contribution to students of Archaeology should be rewarded—please do—by correcting this error."

Sincerely yours,  
Madeline Babbitt  
(Mrs. George Babbitt)  
Box 308  
Flagstaff, Arizona, U.S.A.

*Our apologies to José Humberto Gomez Rodriguez. And congratulations to him for his unstinting efforts on behalf of the science of Archeology. Your reference is to the February, 1960 issue. And pistols and coffee at dawn to our misinforming source of information.*

Editor.

## ¡QUE BARBARIDAD!

"... Please advise your "Knife and Fork" writer that "axiote" is spelled achiote and is by no means the Magwey flower as she so wrongly states."  
Gimel Ortega, M. D.  
Miami, Florida.

*Noted: But it is spelled both ways throughout the Republic.*

Editor.

## ¡VIVA!

"... We would like to let you know how pleased we have been with responses to our ad, placed with you for the last few months. We have had catalog requests at the rate of about 5 a week, and have shipped quite a bit of merchandise ordered from our catalog. It is far and away the most effective ad we've ever placed."

Sincerely,  
Margaret K. Felker,  
ARTES DE MEXICO.

*Thank you. And continue to flourish and prosper.*

Editor.



Vol. VI No. 7 July, 1960

## MEXICO/ this month

EDITOR: Anita Brenner.

EDITORIAL ASSOCIATES: Margaret Medina, Eliot Gibbons, Barbara de Z. Palmer, Maria Elena Martinez Tamayo, Elsa Larralde, Donald Demerest, Tess Olson, Lerano Duran, Patricia Ross.

ART: Vlado, Pedro Friedeberg.

SALES AND CIRCULATION: Eleanor Perkins de Breceda.

ADVERTISING AND PUBLIC RELATIONS: Carol Miller, Jorge Carrillo, Antonio Menendez.

### BOARD OF ADVISERS

Chairman: Federico Bach

Francisco Ahumada, Col. Pedro Chapa, William A. Denker, Guillermo Guejardo Davis, George E. Kohn, Robert W. LaMontagne, G. W. B. Manning, Russell F. Moody, Kelsie Peck, Lic. Eduardo Prieto López, William B. Richardson, Antonio Ruiz Galindo Sr., Federico Sánchez Fogarty, McNeil Stringer, Sra. Harlinda T. de Sáenz.

PUBLISHER: Gráficas de México, S. A., Atenas 42-601.

PRINTER: Litógrafos Unidos, Marcos Carrillo No. 139, México, D. F.

SUBSCRIPTIONS: One Year \$3.00, 37.50 pesos

### ADDRESS:

Calle Atenas 42-601 Ph. 46-76-85

Autorizado como correspondencia de segunda clase en la Administración de Correos No. 1, México, D. F., el 2 de agosto de 1955. Porte pagado

Our Cover: Pedro Friedeberg sees rainy season fruits of Mexico in a basket of riotous color. For more about these tropical and semi-tropical fruits, see page 16.



This little book (MTM's sign) swiped from the Aztec codices, meant words, music, wind and waves.



# person to person

If you were just about to sit down and write indignantly demanding why you're not getting your three dollars' worth promptly this month—well, anyway, as promptly as fiestas, linotype breakdowns, and so on, ever allow us to get to you, not to mention the solemnly deliberate mails—your editor hastens to say that this time, it's purely and only her fault.

Or rather, the fault of the most surprising and unplanned for set of acts of God in years and years of zigzag experiences. At this moment, instead of being at that desk and on the job, your editor is miles away, out in the middle of the Republic of Mexico, occupied in resurrecting a family ranch that was neglected and abandoned for so long that to get it going again is about like salvaging a flooded and abandoned mine. Ah, but there's gold in them thar' hills, only in this case it isn't gold, it is, we hope, onions and garlic and eventually, vineyards and wine.

Before we get into the fascinating details of how we switched in one unexpected weekend from writing to ranching, there's another Mea Culpa to take care of. We were being scolded last month by we don't know exactly who, but anyway it was vehement, for running that set of pictures by Hector Garcia (MTM-May '80) about how to talk with the hands. The objection was, that it made Mexico look discreditable, on account of not everybody dresses in workers' pants or gestures like that with so much relish.

There are lots and lots of city folk, we therefore hasten to add, who are turned out with pants that are sharp as anything, and whose gestures are very correct and even subdued, appropriate to the Bankers' Club for instance, or a sit-down dinner, black tie please. Of course, to you and me

they're apt to be not nearly so interesting, nor so human either, as the truck-driver friend our photographer got to pose for him. We were told, very sniffily indeed, that not all Mexicans look like Falstaff, and naturally we agree. Not only that. We observe that very few Mexicans look like Falstaff. Some look like Iago and some like Hamlet and there are Romeos and Lears and Macbeths, same as anywhere else.

As near as we could gather, the complaint came from some hotel men, who thought that pictures of people like Falstaff making with the hands, would injure the tourist industry. We thought, how mistaken can you be, but for the moment your unique course of instruction in Spanish for connoisseurs (otherwise known as old Mexico Hands, you should excuse this please) has been interrupted, meanwhile we wait for the Voice of the Reader to give the word. We said word.

This brings us back, very logically as you see, to the ranch, in the neighborhood of which we are dreamily thinking of such things as transformers, interruptors (once upon a time we only knew about the other kind), eight-inch pipe, subsoil ploughs, certified seed pickups, mayordomos, the sorrows of Benito who's been feeding eleven little mouths by chopping down our trees, submersible pumps, crop rotation, and the ghost.

Naturally we have a ghost. It's an old ranch, been inhabited (so to speak) for over a hundred years at least. Right now the main house is architected precisely to the ghost's taste, in fact it looks like the Fall of the House of Usher; but those three-foot adobe walls have been crumbl-

ing for an awfully long time and they're still right there, so we have faith and trust in them and are about to span them with whichever of the old beams Benito hasn't chopped up for firewood, and some others gathered up from among neighbors who also have ranches with crumbling walls, but no Benito.

It hadn't occurred to us that we personally were going to do this. What happened was a fiat; there being a law here, that either you cultivate your soil or release it for cultivation by peasants who don't have any, and, us being the only member of the family who gives a hoot, we proceeded to take account of the fiat and start scouring around for subsoil ploughs. What we needed probably, was a bulldozer; the earth had lain fallow for so long, it was all tamped down and matted up, but on the other hand once you do get it turned over, it's called virgin soil and we ought to get a lot of onions and things from it come fall.

Of course, we don't know a darn thing about farming. But this is our hometown and the neighbors and friends were so startled at the idea of us taking on all that acreage, with its costs and problems, that they came forth with wisdom and names and addresses and recipes and other confidential information of many kinds. And up the road a piece, there happens to live, of all people, an Italian agronomist, brought here to expertize the new vineyards of some friends, and since we like broccoli and asparagus too, and also think along the line of olives and almonds and figs and that loaf of bread, and singing in the wilderness, we acquired an expert manager.

Which means, that almost any day now, we should be back at that desk. Ha-ha, says our staff. But come to think of it, why should we hurry back to such humdrum things as advertising headaches and complaining hotel men, when we have a staff that copes very well without us? Proudest moment of our life, too.

A. B.

## NATIONAL PANORAMA

As released to MEXICO this month  
by the Research Division of the  
Nacional Financiera

This month the Mexican Government is redeeming in advance the old external public debt, thus closing a chapter in the country's international financial relations that dates back to the early years of Mexico's Independence. The first foreign loan was obtained in 1823 and numerous loans negotiated afterwards were the object of several debt consolidations culminating in the so-called "Direct Obligations of the Government of Mexico" covered in the Agreement of November 5, 1942 with the then International Bankers Committee on Mexico. Diverse loans contracted by the railroads and later assumed by the Federal Government were consolidated as the "Railroad Debt" in the Agreement of February 20, 1946 with the Committee mentioned.

Since the signing of the 1942 and 1946 Agreements (which prepared the way for Mexico's first loans from the Export-Import Bank), payments of principal and interest have been met with the strict punctuality characterizing the payment of Mexico's development loans from abroad, sometimes called the "new public external debt."

With the redemption of all bonds under the 1942 and 1946 Agreements, the Mexican Government is withdrawing from circulation the old documents valued under their original nominal value, thus consolidating its credit position in the private capital markets abroad.

In the field of medium and long-term credits, of course, Mexico enjoys an excellent standing among banks and suppliers in the capital exporting countries in three continents.

Since 1942 Nacional Financiera has negotiated or guaranteed development loans from abroad totaling 1,084 million dollars (up to year-end 1959). Almost half this amount (47 percent) has been obtained from the Export-Import Bank of Washington, and about one-fifth (18 percent) from the International Bank for Reconstruction and Development (World Bank). The rest has been provided by private banks and suppliers in Italy, France, England, Switzerland, Canada, Germany, Japan, Sweden, and Holland, as well as the U. S.

## News and Comment

Mexico steps into international trade in a truly big way with Japanese and Indonesian treaties being readied for ratification.

Joint study groups from Japan and Indonesia have toured Mexico. In return Mexican commissions for trade relations have looked into the ways and means of establishing sound trade agreements during their tour of Japan and Indonesia.

Finally after weeks of thorough study, experts scurrying back and forth, and diplomacy having a most genial workout the dramatic announcements were made. A new era of trade was ushered in.

Briefly here is what will be the results: Consulates in Tokyo and Jakarta to step up trade between Mexico and the people of Japan and Indonesia. A Mexican-Japanese Businessmen's Committee. Japan to extend credits to Mexico on the same bases as European countries. Joint Mexican-Japanese concerns to be formed for the manufacture of trucks, automobiles, electrical appliances and other products. Japanese products to be purchased by Mexico to step up industrial development. Mexico to increase its sale of cotton to Japan. Mexico to buy other products from Japan and Indonesia to level Mexico's trade balance with those countries.

The Mexican trade commission was headed by Industry and Commerce Secretary Raul Salinas Lozano. Secretary Salinas stated that Japan has overcome much of its post-war problems and is now in a position to team up with Mexican capital in developing new industries in Mexico. The Nissan automobile company will be using 65% of Mexican materials within three or four years in the production of its Datsun cars here.

In line with this increased trade and interest in the Far East we can report the opening of an authentic Japanese restaurant here in the capital.

It is the beginning of a Japanese cultural center, which will give a complete slice of life of Japan for those who are so inclined.

The restaurant is complete with the shoji panels, the rice mats on the floor, taking off the shoes, sitting on zabatans, being served saki, and having a relaxed Japanese meal served in all of the traditional courtesy of Japan. For those with Orientally oriented palates it is the best.

C. L.

Last fall we saw a draft of an article about Tepoztlan and pulque by Fredric Mulders. This became the Pulque article featured in the May issue. Fred had spent some time here as a correspondent. He studied the country, its languages, and customs with the dispassionate approach of the objective scientists. He reported his experiences with a perception and insight rare in any field. Fluent in many languages, he had also learned several of the difficult Indian languages to aid him in the accuracy and scope of his own country.

personal investigations of this fabulous In the winter Fred fell ill with a difficult-to-diagnose apparently tropical malady. We felt that he might now have the time to write some of the articles we had previously discussed with him. His wife, herself a study in courage, reports that it boosted his morale tremendously. This improvement was noted, too, during his research and writing for an article on music and the instruments of Mexico for a forthcoming issue. His last efforts were put into the article on mining seen in this issue. He died on May 3. His work has enriched this magazine. We are fortunate for having known him. We shall not soon see one of his caliber, but we can profit by an appreciation of the excellence of his craft and the resourcefulness he was personally able to bring to it.

in

July

## IN OAXACA: LUNES DEL CERRO

Oaxacans climb the Hill of El Fortín for special rites honoring the Virgin of Carmen. At the same time they commemorate Centeotl, the goddess of fruits and corn. Booths on the hill have flowers and fruits for sale, a custom dating from the early homages to this Aztec goddess. Most spectacular are the performances of the colorful world famous Plume Dance, held in the main square of Oaxaca city, one of the most enchanting in the Republic. Dates are July 18 with a repeat on July 25.



Photo Marilu Pease

Residents of Oaxaca climb Easter Lily Hill to honor the Virgin of Carmen on two Mondays in July.

## ALL OVER MEXICO: SANTIAGO DAY

St. James the Apostle is greatly venerated throughout Mexico. Celebrations feature charro contests, horse races and bullfights to honor this patron saint of horsemen. "Pastorelas", "Moors and Christians" and Matachín dances are on view in Coahuila, Chihuahua, Guanajuato, Nayarit, Puebla, San Luis Potosí, Veracruz, and the Federal District. León, Guanajuato, has one of the best fiestas honoring the miraculous appearance of this saint.

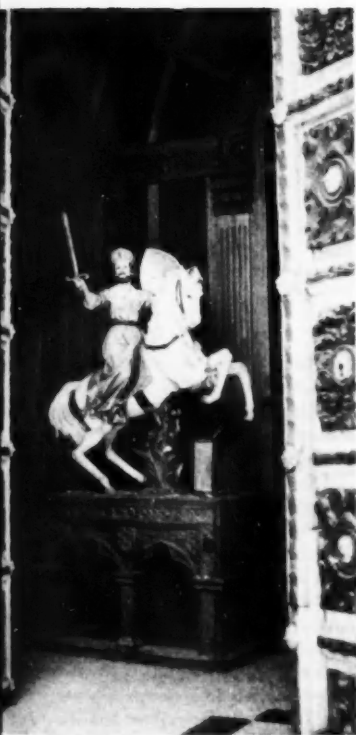


Photo Marilu Pease

Santiago is patron saint of many towns -- here Chignahuapan, Puebla.

## IN SAN ANGEL: FLOWERS FOR CARMEN

The Day of Carmen, July 16, calls for great hoopla and general rejoicing. In Ciudad del Carmen and Campeche bullfights and regional dances are added to the general street fairs, mariachis, and the energetic dancing that won't stop.

In San Angel Inn, fabulous suburb of the Capital, a flower show with the crowning of the Queen of the Flowers, and charros give an added variety to this fiesta. Such celebrations continue to the end of the month -- and maybe then some.



Photo Mayo



Photo Mark Gumbiner

*Mazatec priestess gathers magic mushrooms, conducts rites.*

Mushrooms of Mexico intrigue gourmets, members of the so-called native populations, adventurers, travelers, those fired with religious fervor, scientists, and some branches of the government.

For some time rumors of strange and exotic mushrooms with magical qualities or hallucinating properties have persisted. Intrigued students of science and man's behavior have from time to time set off to search for these magic mushrooms. They did find them. And the finds have touched off chain reactions of intensive investigation in just about every field of scientific as well as social behaviour.

Probably one of the most recent junkets to one of these picturesque estates of the magical mushroom was undertaken by a young anthropologist, Mark T. Gumbiner, who has researched the areas on a project jointly sponsored by the University of Washington and the University of Chicago.

During several such treks into the wilderness Gumbiner won the confidence of the people, and has been a spectator and participant at ceremonies during which the use of the mushrooms provides a

## Tourist's Quest for the

threatening kind of catalyst for the participant's state of mind. But the reaction of WOW is equated with the, "I don't feel a thing," or "I feel perfectly normal," reactions recorded on the spot.

In Gumbiner's tours of Mexico, he has hit upon the idea of taking along suitably selected adventurers for an "Off the Beaten Track" sojourn into the more rugged hinterlands.

Because of the status he had achieved in the village of Huautla de Jimenez in the state of Oaxaca, Gumbiner was able to take four other outsiders with him on his last jaunt.

One was a lady statistician from Richmond, Virginia, who gave a feeling of maturity to the trip. Another was an adventuresome former co-ed from Berkeley, California. The last two were Los Angeles furniture designers.

Although Huautla de Jimenez is only 250 miles from Mexico City, it is an arduous full day's journey. The last fifty miles snake through some of Mexico's most breathtaking mountain scenery, over roads best described as primitive.



The region around Huautla is in the northern end of Oaxaca near the Puebla border. In spite of its mountains and inaccessibility it is one of the rich agricultural areas. Principal crop is the "berry gold" of coffee.

The Mazatecs of this region are related to the better-known Mixtecs, but their culture is very distinctive and isolated from others that surround them. They have distinguished themselves among specialists because of their retention of many of their pre-Columbian ways. For example they still use the ancient calendar.

One of the most fascinating things about them is a kind of whistling language, an articulate means of communication that echoes across the mountain and canyons.

Their ritual cleanliness is a cult reflected in the ceremonies of baptism, marriage, and death.

Clothing is embroidered, appliqued, and woven to present some really striking designs. Usually all three systems are included on each particular dress that these dignified ladies wear.



Huautla wedding fills main street, sweeps tourists along Photo Mark Gumbiner



AGIC



MUSHROOMS

Village hotel, where group stayed, offers comfort and view



Photo Mark Gumbiner

Cause for the current excitement is their use of the magic mushrooms.

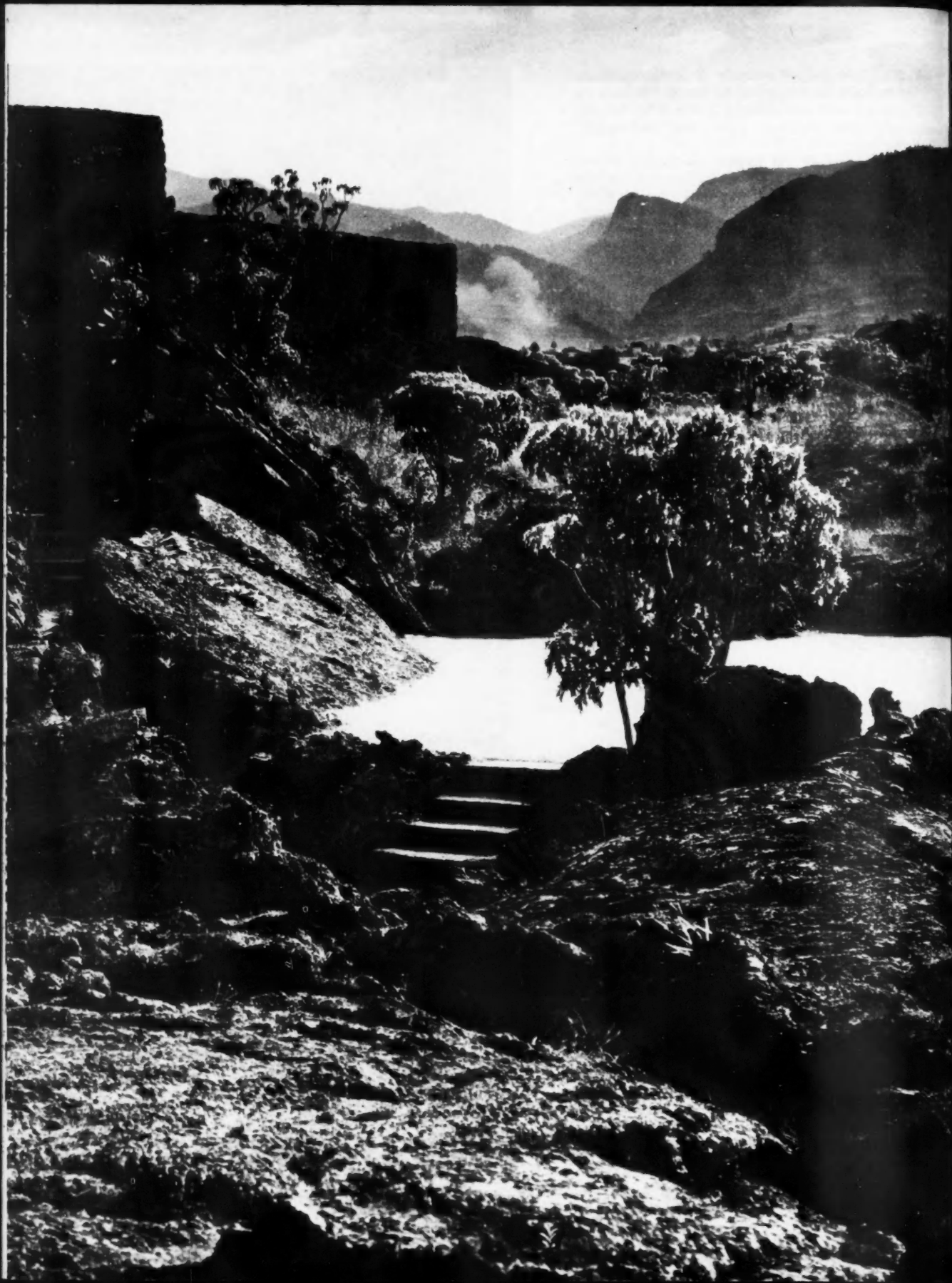
Information on these beguiling fungi is not too easy to come by. Chief reason is because about 75% of the population is monolingual. And this excludes Spanish. This coupled with a certain innate conservatism, a reticence to contact the outside, and a really busy people cultivating their crops relegates communication to the realm of anthropology.

But the fact that it was done speaks well for Gumbiner and his knowledge of his craft as well as his yen for the primitive and the unusual.

An entire day was taken up with the search for the priestess of the mushrooms (she insists that she is not a witch). It was all finally arranged for around 11 that night.

While the scouts were out arranging for this frolic, the town was in the throes of several fiestas. An engagement and a wedding were both being celebrated. This occasioned music, dancing, and the wild hilarity such festivities engender.

(See page 22)



17



uneas  
with  
and  
zen r  
fiction  
the m

Str  
just s  
plate  
the  
series  
Xitle  
ten to

It  
dise  
to its  
also  
band  
cessib  
foun  
in th  
like  
main  
chae  
grow  
ed b  
desig  
versit  
golf

But  
dreg  
area  
of g  
the  
earth  
lava.

Photo

# rare adventure is minutes from Mexico City

## A WALK THROUGH THE PEDREGAL

is a trip into pre-history and exotic Summer



A wonderland of plants awaits your walk through Mexico's Pedregal. Not only is much of its flora strange, almost unearthly, but the rugged lava setting with its jagged peaks, sudden fissures and crenulated surfaces—even a frozen river of stone—supplies a science fiction writer's dream of the face of the moon.

Stretching about 30 miles square just south of Mexico City in the great plateau on which the capital city lies, the Pedregal was formed when a series of lava flows streamed from Xitle volcano in the Ajusco mountains ten to sixteen thousand years ago.

It has long been a botanist's paradise for the bizarre plant adaptations to its unusual conditions. But it has also been a hide out for thieves and bandits, who found refuge in its inaccessible caves. Under its lava was found the oldest man-made structure in the western hemisphere, the cone-like pyramid of Cuicuilco, which remains one of the Republic's prime archaeological mysteries. And today growing sections of its lava are claimed by the world's most dramatically designed university, the National University of Mexico, and most swank golf course, the Club Mexico de Golf.

But to the plant enthusiast, the Pedregal still offers vast untouched areas, a continuing lure to the lover of growing things. Hidden pockets in the lava contain extremely light, rich earth composed of the broken down lava. In winter these unbranching 12-

remains and soil blown in over the centuries. These fertile crevices are able to support amazing amounts of plant growth. During the rainy season, from mid-May through September, life flourishes, and from dust-dry October through April, everything sleeps. From these conditions arise ingenious adaptations.

A trademark of the area is the aptly named *Senecio praecox* or in equally descriptive Spanish, *palo loco*—"crazy stick." Its club-like trunks, just now crowned by ungainly clusters of leaves, rise out of narrow fissures in the lava. In winter these unbranching 12-15 foot stalks stand out of the rock, like sticks. In April yellow masses of blooms cluster awkwardly at the tops.

With the beginning of the rainy season, the pedregal (pedregal means lava) comes alive with growing things. Ferns spread their graceful fronds and the dry balls of the resurrection plant (*Selaginella lepidophylla*) uncoil into deeply cut, rich green rosettes.

Fairy lilies (*Zephyranthes concolor*) spear up from small bulbs into crocus-like pinkish white cups. Spidery jacobean lilies (*Sprekelia formosissima*),

*Phil Clark, former editor of Horticulture Magazine, and former garden editor of Living for Young Homemakers, was also garden editor of The News, Mexico City's English-language newspaper, for several years. He has conducted many garden tours of Mexico. Here he tells of one his own favorite short jaunts for the garden-minded.*

one of the amaryllis now increasingly popular as a pot subject in the United States, display their scarlet blooms. Fragrant stars of the dazzling white *Milla biflora* dot the lavascape and are picked in giant round bunches by youngsters who sell them for a few centavos to passing motorists. Another flowering bulb with personality is the pendant, yellow and brown mariposa lily (*Calochortus flavus*). Most delicate is the spray of pink blooms topping the angel wing leaves of the *Begonia gracilis*.

The shell-like Aztec flower (*Tigridia pavonia*) is a startlingly colorful bulbous plant. The Aztecs prized its tasty corms (called *cacomites*), roasting them in the embers of their fires. The writer discovered that animals as well as humans enjoy tigridia's flavor. While showing a friend one of its brilliant orange blooms, he was amazed to see flower, ten-inch stem, leaves and all vanish into the earth. A *tlachuache* (a marsupial rodent native to the Pedregal) had pulled it into his underground burrow.

Cacti, too, are a part of the lava fields' early summer display. Clusters of low, globe-like pincushions (*Mammillaria magnimama*) suddenly sport circular crowns of small, pink striped cream flowers. Prickly pears, some tree-like, others heavily spined pads among the rocks, produce deep red-orange, yellow or pale apricot blooms.

But as if the combination of succulents, ferns, mosses, bulbs and cacti

(See page 22)



*This is a stand of AGUAS FRESCAS-  
"fresh waters", also called, with both thirst and  
affection, "little waters". It is the sort of stand  
tourists are told never to buy from. For every-  
one else, it's happy tradition.*







MAMEY  
SANDIA  
MELON  
ORCHATA  
LIMON  
ZAPOTE  
TAMARINDO  
PIÑA  
NARANJA

CANA-PATAYA  
PLATANOS

5 DE FEB. 194

OLDADO

*Stands such as this sell  
juices and fruit drinks  
all the year round, in  
all parts of Mexico.*

*But specially in the rainy season, the stands  
bloom with intricately cut tropical fruits, the  
huge old fashioned glass jars glow with pink  
crushed watermelon water or amber tamarind  
water. MTM sadly recommends you look, only.*

# GUIDE to Mexico's RAINY SEASON FRUITS

1. **Passion fruit**—The thin-shelled fruits of the passion-flower vine are called **granada** or **granadilla** in Mexico. The pulp is gray in color, soft, sweet and juicy. Fruit is eaten out of hand.
2. **Tunas** are cactus fruit or prickly pears. There are many kinds.
10. **Zapote negro**—Sweet, sticky and delicious, this Mexican native is related to the Japanese persimmon. It's best pureed and whipped with orange juice.
11. **Zapote blanco**—A different species from the black zapote, this also has its fans. Pulp is soft and
- varieties. Best have paper-thin skins that are black; flesh is green, soft and buttery.
14. **Cherimoya**—This is the best of the fruits called custard apples. Flesh is creamy, tart-sweet and delicious.
15. **Papaya**—The tree-like papaya

*Here are the fruits--some imported, most native--that fill Mexican markets throughout the rainy season. Go by and buy; they're strange and delicious.*

They're eaten fresh, made into beverages, or in dried pastes.

3. **Bananas**—Four kinds are shown here: the common yellow and red, the finger sized **manzano** (apple-flavored), and the giant **macho**, which is sliced and fried and often served with rice.
4. **Anona**—Fruits are shaped like pine cones. The pulp is sweet and cream-colored, filled with dark brown glossy seeds.
5. **Mamey**—This is really a sapote, but called mamey in Mexico. Flesh is reddish, very sweet, a bit spicy. It's eaten fresh, in fruit cocktails and salads, in cooked desserts.
6. **Jicama**—Something like a turnip, this is sliced and eaten with lime juice or cubed with oranges and chile for an appetizer.
7. **Nispero**—These sweet delicious little fruits come from the chewing gum tree, Sapodilla. They're eaten fresh.
8. **Guayaba**—Guavas are yellow or pink, richly aromatic. They're sometimes eaten fresh, more often in preserves, jellies or paste.
9. **Sugar cane**—This is cut in lengths and chewed. You also can buy the fresh-pressed juice at special stands.

juicy, always eaten fresh.

12. **Tejocotes**—These tart-sweet little fruits grow in great clusters on small Mexican native trees. They can be eaten fresh, but are best cooked with sugar, when they taste something like canned peaches-with-cream.
13. **Avocadoes**—Mexico has many

plant is graceful and prolific; fruit varies from grapefruit to watermelon size, may be yellow or pink. It's eaten fresh or in juice, often with a dash of lime juice. Both fruit and leaves contain "papain", can be used to tenderize meat.

16. **Guanabana**—Fruit is huge, skin is tough and spiny, blackens when the fruit is ripe. It's delicious in drinks and ices.
17. **Ceriman**—Fruit of the split-leaved philodendron. It must be thoroughly ripe to be edible; has a pineapple-like flavor.
18. **Granada**—Pomegranate, and Chinese in origin. A popular use is as a garnish on a cold white sauce of ground walnuts.
19. **Mangoes**—Many varieties, small and big, in colors from yellow to red-cheeked green. Most popular is the Manila mango, pale yellow and of superb flavor. Others may taste of turpentine.
20. **Capulines**—A sort of wild cherry, very sweet, nearly black.
21. **Lima**—There are two sorts of limes: big, green and glossy, with distinctive lime flavor, and another sort, which tastes mostly like water and is loved by children.

M. M.





Photo Héctor García

Hundreds of families of Mexico's humble class live a rich existence on the steep slopes of Tepeyac Hill. Here is one family--and its

## MEXICAN BOXER

When a newspaper in Mexico screams "He Won" in type a third of a page tall, only a tourist would think to ask "Who?"

Everyone else in the country knows its the boxing champion — currently

José Becerra, but in past years, "Ratón" Macías, "Kid Azteca", "Chango" Casanova and a string of other scrappy fighters who boxed their way to world titles in feather — and bantam-weight divisions.

To poor boys in Mexico, boxing is rapidly replacing bullfighting as the bright hope for slum-to-mansion overnight fame. This may be because few

(See page 18)



Photo Héctor García

Sergio takes his turn at the punching bag in the crowded gymnasium where he works out three times a week. The sport is so popular in Mexico that ambitious hopefuls spend more time in line than they do in the practice ring.

Part of the family (Sergio has 14 brothers and two sisters) line up for a picture. Shown here are a sister-in-law and her sister, both with their children; Sergio, his youngest brother (age 3) Sergio's wife and one of their twins, and an older brother.

(From page 17)

## MEXICAN BOXER

boys from the lowest class, particularly from such city slum regions as the "Tepito", which has produced most of the country's best boxers, have the physical stature necessary for bullfighting. But probably more important is the fact that a childhood spent in the city streets is likely to give far more experience in punch-and-weave than in the precise art of passing wild bulls.

One of the thousands of youths who have turned to boxing in hopes of the fame and money they might win is Sergio Galan, who is also MTM's most useful office boy.

Sergio was born in Santa Eulalia, Chihuahua, in 1935, one — he's not sure where he ranks in order — of the 17 children (15 boys, two girls) his mother and father have so far produced. His father was a miner; but thirteen years ago, when the mines gave out, the family moved to Jalisco and then on to Mexico City.

Sergio was first encouraged to fight in a church fiesta, where he won prizes of food and flowers. In village fights, money is also thrown into the ring, and it's the custom to divide this money between the two boxers. A poor crowd or a bad fight may yield only 10 or 12 pesos — but there's always the chance that the crowd will be big, the spirit high, and the fight enthusiastic enough to bring the pesos showering into the ring.

**P**romoters rarely watch these amateur fights. Instead, they watch the gymnasiums and scout the Golden Gloves competitions. Sergio turned pro following an offer from a scout at the gym where he works out three times a week. Ranked a pro for four years, he has had two pay fights — one a loss, one a win, both by decisions.

Margaret Medina

Photo Héctor García







Photo Héctor García

Most Mexican families collect birds. Sergio and his wife will instill in their children the traditional love for animals. At left: the family keeps a well-stocked barnyard. Sergio's mother (in the background) does not believe in selling her animals, but she will give them to friends. Most of these turkeys will end up in "mole" on Saint's days, Christmas, New Year's and weddings.



Photo Héctor García

Every Mexican family that has room for it keeps a pig or more. Sergio treats these three to a sheaf of fresh alfalfa.



Photo Héctor García



Televisión programs 180 hours a week of live action shows. Bottom of page: a Mexican fiesta makes a brilliant spectacular.

**T**elevisión in the U. S. means gigantism in budgets, in opulence, in rating battles, in the invasion of the consumer's conscience by Madison Avenue gentlemen with gigantic ulcers.

Let us contrast this with Mexico. The industry here reflects, in many ways, modern Mexico on the march. It began ten years ago with rather humble beginnings. This element still exists, although television is flourishing. There are now three channels in Mexico City. Two of these have relay transmit-

ters between the volcanoes Popocatepetl and Ixtaccihuatl in the Paso de Cortes affording a wider reception area.

But a network, as is known in the U. S., does not exist in Mexico. In this land of volcanoes mountains have presented a difficult problem in transmission and reception. The economic answer to this came with videotape. A program is taped in, say, Mexico City, and after being aired here is shown in other cities; the tape making the rounds by airplane. This has eliminated the costly installation of coaxial cable. And a few hours of

delay is no more inconvenient here than in the States.

Clients buying time are amazed at the difference between costs of air time here and in the large centers of t.v. in the U.S. Here a half hour of prime air time on the Mexico City regional net (say Channel 2 and 9 or channel 3, 7, and 9 to the Bajío) rates \$250 U. S. Dollars. If memory serves the comparable cost of network TV in the states would be around . . . \$30,000.

The total cost of a half hour dramatic show is about one thousand dollars (US). This includes the air time,

Photo Marilú Pease



Now 10 years old, television has created stars, stimulated theater, challenged the movie industry. But it still struggles.

Photo Marilú Pease



Photo Marilú Pease



Children are Mexican TV's biggest audience, both in front of home sets and in the studios. Bottom of page: theater facilities at Televiscentro make it possible to bring even a circus to viewers.

the cast, the sets, the script, and all facilities.

But if costs are low so are salaries. The script will yield from fifteen to forty dollars to the writer for a final shooting script. The director will get around eighty dollars for the entire show, all rehearsals and on the air. Actors salaries depend upon the cast budget. And it may range up to what the script writer gets. But a star, may command a figure of several hundred dollars per week, or even more.

Technicians are very much in demand here. At the start, they, like the equipment, were imported from

the U. S. The salary is a good deal lower.

Programming is unique in that it rests largely in the hands of Telesistema, S. A., the network which came into being in 1956 with the merging of Mexico City TV broadcasting companies.

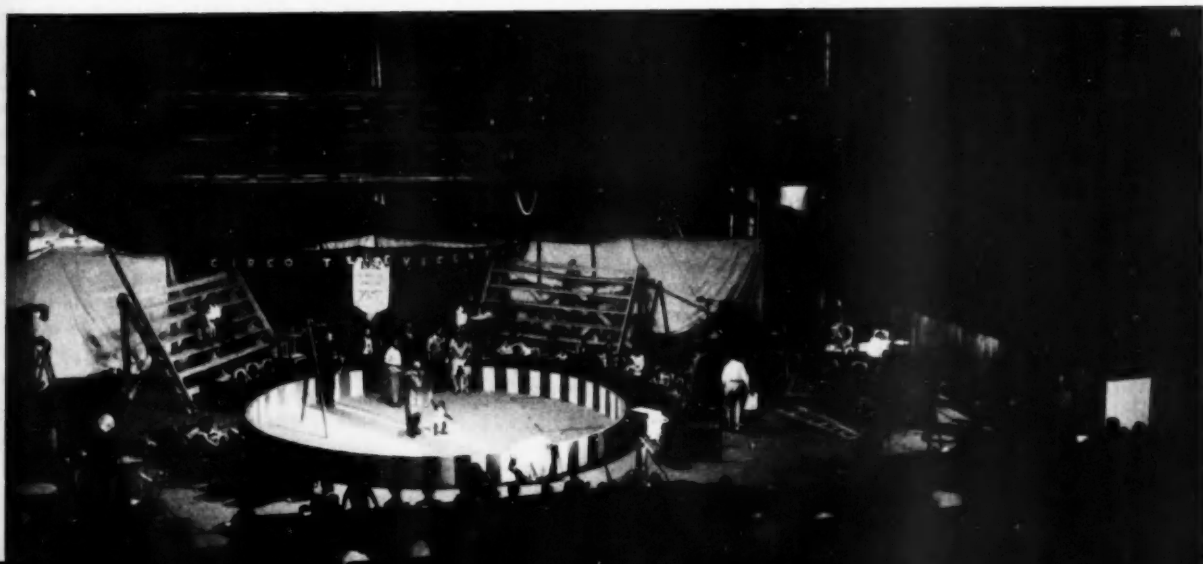
This position is ably handled by a young T.V. veteran of production and programming. He is Luis de Llano, who spent his journeyman years from 1946 to 1950 with NBC in New York in the foreign department. Then one year

with Foote, Cone, and Belding; and off to pioneer quality programming in Mexico.

His theme is quality in production and upgrading the content of the programs. His task has been one of searching out and developing talents specifically compatible with the T.V. medium; of making Mexico leap into the electronic era with skilled technicians. As if this isn't enough he is in charge of the one hundred eighty hours of live action programs per week.

This phenomenal amount taxes the  
(See page 24)

Photo Marilú Pease





## PEDREGAL

(From page 13)

werent enough, a wide variety of woody and herbaceous plants are summoned to life by the rains, springing up from winter dormant branches, roots or seeds. Almost immediately the slim, scarlet trumpets of the shrubby *Bouvardia ternifolia* appear. Heavily perfumed magenta, pink or white four-o'clocks (*Mirabilis jalapa*) spring from underground rootstalks.

You will be surprised by the number of old friends from your garden or their relatives that you will meet during your walk through the Pedregal. There will be cosmos, looking much as they do at home, yellow cosmos (*Bidens grandiflora*), penstemon, white, thistle-like Mexican poppy (*Argemone grandiflora*), *Zinnia tenuiflora* (called in Spanish *mal ojos* for their little red eye-like blooms), creeping zinnia (*Sanvitalia procumbens*), a many-flowered marigold (*Tagetes lunulata*) making a mist of intense orange against the black lava, and, late in the season, masses of yellow *Tithonia speciosa*, tall as sunflowers and as colorful.

By late June the impressive grandfathers of the garden dahlia are in flower, *D. coccinea*, a flaring orange, and *D. variabilis*, a suprising giant

But the shrubs and small trees lend much of the area's exotic flavor. Sharing the unwordly horizon with the *palo loco* is the jagged armed century plant (*Agave atrovirens*). There are also several smaller species of agave. The gnarled old forms of the pepper tree (*Schinus molle*) and oaks with short, tortured trunks and large, leathery leaves add character. A pungent night fragrance is contributed in summer by the tiny blossoms of a relative of the garden butterfly bush, the gray leaved tree, *Buddleja sessiliflora*. Treacherous for the unwary hiker are the great, furry leaves of the shrub *Wigandia caracasana*. The needle-like "fur" is deceptively innocent looking.

Among the many curiosities is the creeper *Mentzelia hispida*, called pe-

garropa for the way its brilliant orange flowers adhere to the clothing. It grows from fat underground rootstalks which are tightly anchored in the lava crevices. The purple flowered *Martynia fragrans*' strange seed heads give it its English name of unicorn plant. Among the many ornamental grasses is one with clear pink seed heads and another which would pass for a small Pampas grass. One of the sedums resembles the pot plant African jade tree, but loses its leaves in winter and bears showers of white stars in spring before the leaves reappear. The *copal* stores water and food in a bottle-like swelling in its foot-high stalk.

The Pedregal is easy to reach from almost any point in Mexico City. A

simple route, if you're without your car, is to take the Tlalpam bus from San Angel and get off at Cuicuilco Pyramid, just beyond the National University, and walk from there. Or take a National University bus and catch a Tlalpam bus on the highway in front of the University. Another interesting Pedregal walk is on the southeastern edge of the Club Mexico de Golf, which you can reach by cab.

The strange, the beautiful and the unique all await your walk through the Pedregal. But a word of advice before you take camera in hand and start out hiking. Be sure to wear low heeled, thick soled shoes. The rock surfaces can cut through cloth or trip you up for a fall. Gloves might be a good idea too, if you plan more than a speaking acquaintance with cacti or briars. Properly equipped and shod, you'll find this a walk to remember.

## Tourist's Quest...

(From page 11)

When the appointed hour arrived, the statistician from Richmond kept a log of the events. She has jotted: "Mushrooms soaked in water and sugar. Removed by handfuls and held a few moments over copal flame. Each participant takes his share from table and eats according to his own speed and mood of mastication. 'Witch' squatting on mat. Others on cot, with all lights out except candle and incense burner."

Some of the group bolted their mushrooms and apparently achieved a maximum reaction. Others tasted only sparingly and were able to observe the reactions of the rest. The notes continue: "10:30. Mark says, 'All I've got is a stomach ache.' 10:35, Bill: 'I think I need the bathroom.' 10:45 Everyone talking quietly and saying they feel normal."

"Fred, however, lost the group at this point, and as he and the witch entered into a rapport that was so complete as to be terrifying she touched out the candle, leaving the room

in total darkness. Her drum background, her chants, her rising and falling inflections, guided his responses as much as if he were an animal whose reins she held tightly, guiding him at her will. While the others had only an inkling of discrepancies in time and distance, and reacted only to the superficial awarenesses of texture, light, and color, Fred's evening was spent completely out of this world, in discerning the depths of perception, detachment, and exploration of sensibilities not ordinarily associated with the usual five."

The next day all awoke feeling rested, relaxed, and with no effects of the experience — no hangover, no headache, no nausea.

**K**ey to these tours is the pioneering spirit of adventure that springs to life in those lucky enough to go along, the hospitality and the genuine zest for living one will experience, and rarely, in a few remote areas, one might live through something as memorable as the magic mushrooms.

C. M.



# about a pack of pickled peppers

OR: HOW TABASCO TOOK NEW ORLEANS

By MARY LAND

(Mary Land is a famous gourmet, author of cookbooks—particularly the notable "Louisiana Cookery"—and a favorite daughter of Louisiana. She also rates as an adoptive daughter of Mexico, having lived in this country for some years and visited frequently when not in residence here. Mrs. Land, we hear, is planning a Mexican cookbook. Our names are on the list.)

A fiery and at the same time perfectly pacific invasion of the United States took place quietly just a little over a hundred years ago. Invaded: the State of Louisiana, with emphasis on the Southern region. The invader: a Mexican pepper, of small stature but giant potency.

The pepper, now known popularly as Tabasco, was brought from the southwestern section of Mexico to Louisiana by a veteran of the war between Mexico and the United States.

After the peace treaty of Guadalupe-Hidalgo in 1848 a number of United States soldiers remained in Mexico. One of these was a soldier by the name of Gleason. From Mexico City, Gleason traveled into the southern region of Mexico where he stayed for five years. Gleason loved Yucatán and the surrounding area, but a strong nostalgia for his native New Orleans finally compelled him to return to Louisiana.

Gleason took with him a handful of choice pepper seeds from a plant he felt would thrive in the alluvial soil of Louisiana. New Orleans, he was sure, would never move to Mexico—but he was equally sure that New Orleans without at least a sample of the flavor of Mexico would never

be sufficiently *picante* for his taste.

The seeds he took with him proved perfect for the soil of Avery Island, Louisiana. This island is formed on a salt dome, and here the peppers found a soil and climate highly similar to that of their native part of Mexico. Gleason gave his few pods to his friend Edmund McIlheny, and McIlheny planted the precious seeds in the kitchen garden of his plantation home on Avery Island. He harvested his first handsome crop, bit one of the peppers reflectively, and moved off to his kitchen rapidly, propelled perhaps at least as much by a need for water as by an idea.

The water may have suggested a means for measuring this pepper in tolerable doses. At any rate, he proceeded to concoct a pungent sauce from the peppers for use on the family

table. The sauce was gradually passed among friends and became known as "that wonderful sauce Mr. McIlheny makes."

McIlheny became intrigued with the culinary possibilities of the pepper and began to explore its uses. A quantity of the new sauce was sent by boat to New York where it was distributed by the largest wholesale grocer in the country. The demand for the sauce grew rapidly, and the trademark, "Tabasco," was selected. Now marketed all over the world, the sauce remains a traditional favorite of Southern Louisiana, and recipes from that region that don't mention it by the drop are likely to mention it by the spoonful.

The pepper, Tabasco, is actually a genus of the plant *Capsicum*, of the family of *Solana Ceate*. This child-pepper, *C. Frutescens*, is native only to the temperate zone. It is a perennial of short stature and slow growth.

The sauce, Tabasco, is a fermented liquid, aged and mellowed in the manner of wine making. The peppers are first allowed to ripen in the sun; they are picked in the Fall, and graded in order to have only top quality peppers for the sauce. These selected peppers are macerated and placed in oak casks. The barrels are sealed under a layer of salt, and aged for three summers. When this time has passed, the peppers are removed and blended with fine vinegar, then mashed through a sieve and bottled.

In my own family in Louisiana, Tabasco Sauce was considered a tonic for the stomach as well as a means of adding extra zest to food. Even as a child I was given a few drops of Tabasco in fresh milk to "sweeten my stomach" and aid digestion. This idea,

(See page 24)



## TABASCO

(From preceding page)

too, may have come from Mexico, for in their native land, chiles are believed to disinfect the intestinal tract. The pepper has medicinal qualities — externally as a counterirritant, internally as a stomach tonic.

In Louisiana the natives use Tabasco as a "morning after" remedy and vivifier, beaten up with raw eggs and Worcestershire Sauce.

As an appetizer it is served oven-hot on crackers or toasted with butter on pecans. When served with oysters on the half shell, each oyster must be addressed individually with a few drops of Tabasco and a suspicion of lemon — a ceremonial smacking almost of the Far East. In the famous French and Creole restaurant, "Brennans", a specialty of the house is Oysters Casino. For this, a thick sauce of tomato, Worcestershire, lemon and a hefty splash of Tabasco are blended together and spooned over oysters on the half shell. The shells are bedded on rock salt in a shallow pan, the oysters are capped with a short strip of bacon, and then rushed under the broiler flame until the bacon is crisp.



One of the best of all uses is as a chaser, in a blend of inspired devilry that makes the bloody Mary look like a bush primitive in the drink world. The chaser—called *sangre* or "blood" in Mexico, is a mix of equal parts of tomato juice and orange juice with salt to taste and a hefty shot of Tabasco. In Mexico, this is served with tequila in twin shot glasses to be drunk sip-and-sip. Creative New Orleans mixers have come up with a cocktail called Tequila Vampire — tequila, lime juice and *sangre* in a glass rimmed with salt.

In Louisiana, we feel that Mexico has made a gift to gastronomy with this pepper, and that McIlheny has created a culinary classic in his sauce.

# TV in Mexico

(From page 21)

ingenuity of the entire industry. But it does work. It happens according to schedules. And the quality is steadily improving.

The future of such programming will be facilitated with the increasing use of videotape. In the capital there are three Ampex machines in such constant use that maintenance is difficult. There are eight other such devices throughout the Republic, all doing such yeoman service. These 11 machines are the only ones in all of Latin America.

Expansion in all fields is the key. In Televiscentro, the T.V. city of Mexico, a large administration building is under construction. In the present facilities there are a large converted theater, 13 studios, 32 cameras and two remote control units. The hum of activity and the bustle of busy people is constant and everywhere. The center operates from 8 a.m. to 1 p.m.

Like the U. S. a good deal of viewing time is occupied by American TV shows. Gunsmoke, Mike Hammer, Dragnet, and Rin Tin Tin are as familiar to the Spanish speaking audience as they are to the north of the border. Some of the dubbing for these is done in the U. S. some in Spain, Puerto Rico, and in Mexico. Live Spanish versions of *What's My Line*, *Queen For A Day*, and *Twenty Questions* are programmed for Mexican viewing. And, of course, there are the old old movies. Some even too old for this generation's U. S. viewers.



V's impact here is more of a phenomenon when one considers that there are only about 700,000 sets in Mexico; about as many as in San Diego. There are eight stations in the Republic besides the three in Mexico: Monterrey, Chihuahua, Torreon, Hermosillo, Nuevo Laredo, Mexicali, Tijuana, and Guadalajara. In December one will open in Acapulco. Because of the relay from the Paso del

Cortes Cuernavaca now has good reception. And people living in San Miguel Allende, are now able to get in on the Bajío relay.

Stars that have come up through TV have been the comic "Loco" Valdes; Clavillazo; and Viruta and Capulina.

Greatest boon to entertainment here has been the growth of the TV industry. In 1950 there was one theater operating. Now there are twenty-five. TV has fed the theater and it works both ways. Talented people from both of these are finding increasing demand for their efforts in Mexico's film industry.

One classic example of this is Program Producer Luis de Llano, who somehow finds the time to do really top drawer work in Mexico's theater. The book and lyrics of "My Fair Lady" in Spanish are his, as well as director and producer chores on the "Boy-friend", "Bells Are Ringing", and more recently the touring "Redhead". The superior professionalism of these is reflected in his TV work where he strives constantly for prestige shows of a high intellectual caliber. Programming has included ballets remote from *Bellas Artes*, the plays of Shakespeare and Anouilh, and other classics. Aiding him in his quest for superior work are the sponsors Banco Nacional, Goodrich Euzkadi, and some other large companies more concerned with quality, than with "popular" ratings.

We do have ratings in Mexico. But they are not dictating programming here as they do in the U. S. Rather they are an index of age groups and listener interest. For example they reveal that children are the most avid viewers. But because of men of vision in television programming, production, and advertising here the child and his taste are not catered too. Rather an effort is made to reach other viewers, and to do this by imaginative programming. It is a long tough row to hoe, but it shows a great promise of accomplishment.

Charles Lucas

# Our own Directory

## STEPPING OUT

A few years ago, when the Calle Niza was just becoming popular as the center of an uptown shopping district, there were times when it became difficult to get your dinner thereabouts. The tourist season used to come in more of a lump than it does now, and there were really only Focolare and the Chalet Suisse, both much smaller, and those with the patience to wait an hour could possibly get into one of them. On a night such as this, then, I started walking with my hunger and, pure-

ly by chance, came upon a new little place, the Carmel, at Genova 70-A, so new in fact that there were actually a couple of empty tables. There are times, and I guess it has happened to all of us, when a restaurant can offer nothing more attractive than this.

Up to about a year ago the number of expensive restaurants that opened up in the Niza district was really phenomenal, as was their success. Starting with Delmonico's, already trebled in size, there have been La Ronda, Chipps, Normandia, Or'lui, La Gondola, the big Mauna Loa and the half dozen smaller south sea places that came in its wake. Remembering all would possibly double the list.

And now a second wave of restaurants, this time of moderately priced ones, is beginning to assume tidal proportions. The best looking of them have been the 77 (Hamburg), the sort of coffee shop that occupies most of the ground floor of the expensive Hotel Londres, and a rambling sort of place called the "Leblon", on Hamburg 113-A, which has a garden behind it and seems to be, and caters to, a bit of everything. It has the largest menu I have seen so far. It is located just downstairs from the Orozco Galleries and next door from the half-thousand odd students of the Instituto Mexicano-Norteamericano so, as you can imagine, it's crowded already. If this isn't enough to insure its success, it's not much further from the Hotel Presidente. It seems to me I saw contentedly eating there, at reasonable prices, guests from the hotel, executives from the hotel, and bell-boys from the hotel. Maybe that is the reason for these new places, and they're not bad.

E. G.

Do it better  
with



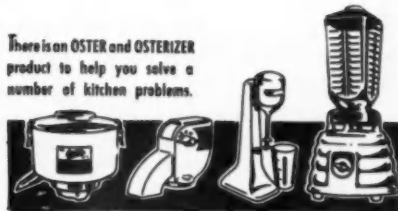
The indispensable beater for the modern kitchen. Easily adjustable blades. Speed control at the touch of your thumb. Makes delicious mayonnaise, tasty sauces, meringue and cakes.

BLENDS

MIXES

BEATS

There is an OSTER and OSTERIZER product to help you solve a number of kitchen problems.



RESTAURANT  
**CARMEL**  
GLANTZ

JEWISH DISHES KOSHER STYLE.  
GENOVA, 70A PHONE 141736

**Landy**  
RESTAURANT COFFEE SHOP  
Purified drinking water Coffee Espresso or American  
Kitchen open for inspection Tel. 45-66-30  
Elizabeth Adams, Manager, Presidente Mazaryk-134  
Mexico 5, D. F.  
Featuring American Foods  
Prepared by Adams of Harvey's Chicago

**EXCLUSIVE LUXURY RESIDENCE FOR SALE**  
Luxury residence for sale in exclusive residential district. Fifteen rooms, two car garage on lot 376 sq. meters. House 545 mt2. 5 bedrooms, 3 & 1/2 baths, two living rooms, dining rooms, breakfast, kitchen, library, 2 servants rooms & bath, garage for 2 cars. Cellars, 1 fireplace. Garden in rear. Location: Sophocles 138 in Polanco. Call or write Javier Mijares, Morelos 110-601, Mexico 6, D. F. (2nd. floor) 46-17-08.

**STAMPS OF MEXICO**  
25 assorted Mint Stamps  
for the BARGAIN PRICE of  
**1\$ ONE DOLLAR**  
Personal Check or Money Order  
ARMAND MULLAR, APDO. POSTAL 1114  
México 1, D. F.

# Knife and Fork

by Barbara de Zouche Palmer

assurance that it is pasteurized.

This is called **PENEQUES**: A peneque is a boat-shaped, rather thick corn-dough dingus with an opening on the side into which you slip a chunk of cheese of appropriate size. . . usually it's fresh cheese of which you can get an assortment at the super market with the

**N**ow separate the yolks from the whites of four eggs and beat the whites to a stiff froth; fold into the whites very gently the yolks, two tablespoons of flour and a pinch of salt. Dip the peneques in this mixture and fry them in oil until they are lightly browned

on both sides. Let them drain while you prepare the sauce: fry 1 large or two medium-size onions, cut in medium size rings, in oil or lard until they are transparent, but not brown. Add one or two mashed cloves of garlic, according to taste, two cups of tomato purée mixed with two cups of consommé (fresh, canned or made with bouillon cubes), add a 1/2 teaspoon of powdered marjoram and let the whole thing simmer until it is well seasoned, adding salt and pepper to taste. Here in Mexico we would add little green chiles (serranos); however, if you don't like chile, the sauce is delicious without it. You may season it with cayenne pepper if you like.

Now for the Ixtapan version, which may be had quite easily in the U.S. Take ordinary "tortillas" and fill them with beaten and seasoned cottage cheese; fry them in the egg batter as instructed above and serve them hot in a tomato sauce. . . after being fried in the egg batter, they should simmer in the tomato sauce for about twenty minutes. The sauce as given is sufficient for about a dozen and a half "peneques"; if you like more sauce, just add tomato and consommé in equal proportion.

As long as we are on the subject of things dipped in egg and fried, I'd like to mention a delicious dish that you will find if you go to the famous Spa of Tehuacan in the State of Puebla. This is called **CHAPANDANGA** and consists of two quarters of tortilla filled like a sandwich with a highly-seasoned ham or crackling (**chicharron**) mixture, dipped in egg and flour batter, fried, and served in the highly seasoned tomato sauce or broth described above. You may bind the ham or crackling mixture with a little thick onion and tomato sauce or with scrambled eggs.

**I**n this same State of Puebla you get a perfectly wonderful stew, called **CLEMOLE DE ATLIXCO**, which contains chicken, pork, three kinds of sausages, spices, and ground almonds, peanuts, squash and sesame seeds as well as the standard tomato sauce. This is another dish that you could have fun making north of the border by using our basic tomato sauce recipe which is thickened with the ground nuts and seeds; the spices used include clove, black pepper and powdered chile (chili powder may be used), and such herbs as thyme, marjoram, and coriander seed. There is also **CLEMOLE DE CARNERO** which is very similar, except that it is made exclusively with lamb.

Throughout the entire State of Puebla, almost anywhere you go you get pambaches and chalupas, and when you are in Tehuacan suggest you order these along with some delicious hand-beaten chocolate. If you have a sweet tooth you can end up with sweet-potato candy or marzipan.

## "REFORMA"

## MORTGAGE CERTIFICATES

INVEST YOUR SAVINGS WITHOUT RISK OR BOTHER. NO TAXES TO PAY!

8% annual interest paid monthly.

YOU CAN GET YOUR CHECK AT HOME OR HAVE IT APPLIED ON YOUR BANK ACCOUNT. CALL ON US!

**BANCO HIPOTECARIO REFORMA, S. A.**  
A Mortgage Credit Institution

Paseo de la Reforma 480, Mexico, D. F. Telephones 25 56 25, 25 57 47  
(Advertisement authorized by the National Banking Commission Authorization 28937)

## INTERCONTINENTAL, S. A.

### Investment and Trust Institution

- o Promoters of industrial projects
- o Underwriters
- o Dealers in Mexican securities
- o Financial and economic consultants
- o Technical advisors
- o Acceptance of short, medium and long term time deposits in Mexican currency at attractive conditions

Autorizado por la H. Comisión Nacional Bancaria en oficio 601-II-11496 del 9 de abril de 1960"

Calle Paris 15 Mexico 4, D. F. Phone: 35-81-00 Cables: Fintercon

## Hipódromo de Américas

S. A.  
MEXICO CITY

Racing Saturdays,  
Tuesdays, and Sundays  
Thursdays, FIRST POST 2:00 P. M.

PARI - MUTUAL BETTING  
PUETT STARTING GATE





# Our own Directory

## A TRAVEL BOOK

What with the new things cropping up for Easter I suppose even the most jaded of us can count on a surprise or so. Usually these are of a trivial nature but Dan James, who usually divides his time between the *Saturday Evening Post* and the *Wall Street Journal*, is quite serious in his purpose as well as having come up with an idea which may well give birth to a new and provident direction in our current travel reading. In his "How To Invest and Live in Mexico", published by Carl Ross, he has written some two hundred and seventy-five pages that the settler or traveler will do equally well to know

## HOW TO INVEST AND LIVE IN MEXICO



All your questions about business opportunities, investment and retirement in Mexico are answered in this 300 page book by *Wall St. Journal* correspondent Daniel James. Introduction is by former U.S. Ambassador to Mexico, William O'Dwyer.

At your bookstore, or send \$5.95 for cloth-bound copy to: Carl D. Ross Reforma 336, Mexico 6, D. F.

and, in the section devoted to investments, may well find that he has reached beyond the investor to whom he directs himself and has opened up a new field of interest for the ordinary traveler.

Too often this ordinary traveler is just a tired businessman dragged along by his family for the trip, with as little interest in the Pyramids as the Taj Mahal, and with as little chance of finding interest closer to home. Dan James' book is made for him. Here are the things that interested him at home, with all the novelty and interest of being done in another land and by variously adapted methods. Here he sees working his own machinery or methods and, competing beside them, the machinery or method of Czechoslovakia, Germany or Switzerland. It would be an indeed tired businessman who did not wake up. He does not need to "go in for investments". The point is that here is his own "guide" interestingly talking to him about the things that are of interest to him while the other guide, or guide-book, is off showing the family the Swamp of Xochimilco, which is equally very fine for them.

After so much praise it is a shame to have to observe that James writing style is a bit too prolix at times, but writers can not all write as perfectly as I probably do. And as for data, James himself warns the possible investor to check with official sources for last minute changes. And to note that often official sources have conflicting data. The advice of competent evaluators should be sought.

Eliot Gibbons



Exquisite styling,  
a superb finish  
and such a bargain too...



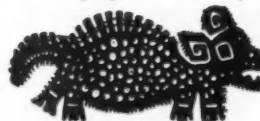
In the READY-TO-WEAR ORIGINALS by

**Marisa Ruby**

Mesa 45

México City

*The best of Native Art  
gathered from the craft  
centers of Mexico, and  
on display for you  
to enjoy and buy*

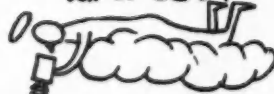


NATIONAL MUSEUM OF NATIVE  
ART AND CRAFTS  
Paseo No. 64, México, D. F.

MUSEUM OF CERAMICS  
Tlaquepaque, Jalisco

*A guarantee of fine workmanship  
and authenticity*

**AEROTECNICA de MEXICO S.A.**  
CALLE CASTILLA 16, MEXICO 13, D.F.  
tel. 19 88 94



**AERIAL PHOTOGRAPHY, AERIAL  
SURVEYS, AERIAL ADVERTISING**



**CLEMENTE JACQUES y Cia. S.A.**

The leading purveyors of  
Mexican food since 1887.

No matter where you are, tropical fruits are available all year around — guavas, sliced papayas and mangos, mango and papaya juice in cans.

These and other Clemente Jacques products available in fine food specialty stores in most major cities of the United States.

For our free Mexican Recipe Booklet Write to Clemente Jacques y Cia., S. A. P.O. Clutara 1, México, D. F.

# INVESTMENTS

## THE BANKS OF MEXICO

There is much to be said about the institutions that conduct Mexico's extensive banking business, and all of it is instructive and interesting.

The Banco Nacional de Mexico, with a net worth of 267.7 million pesos and total assets of 3,543.9 million, is the country's largest commercial bank. It has over one hundred and fifty branches through the country and maintains offices in New York, Los Angeles, Paris and Madrid. Its trust operations are particularly extensive.

Of comparable size to the Banco Nacional is the Banco de Comercio, also with a considerable branch system throughout Mexico. It is well known for its widely distributed travelers' checks which, by reason of being in

Mexican currency, make possible considerable exchange savings to the foreign traveler in Mexico. The Banco de Comercio owns its own investment affiliate the Financiera Bancomer. It also owns its own mortgage bank, the Hipotecaria Bancomer.

The Banco de Londres y Mexico, Mexico's oldest bank, retains a firm grip upon the steadily increasing deposits and loyalty of its clients. This year its capital was increased to one hundred and twenty million pesos.

The Mexico City branch of the First National City Bank of New York is probably the most limited in its operations, being restricted even from a trust business. It is, however, a reassuring link with the States. It's per-

sonelle speak a fair English, for the most part, and are particularly patient with the difficulties the foreigner is apt to encounter abroad. Money transfer and exchange is courteously expedited.

Mexico City's financial community, with still no observable sign of a slackening in its phenomenal growth over the past halfdozen years, continues to find its time honored quarters centered around Isabela la Catolica and Venustiano Carranza growing too tight for its increased operations. The latest displacement is the well known Financiera Bancomer, the forty-six million peso capitalized financiera controlled by the Banco de Comercio group. This month it will leave its former address, at V. Carranza 52, for the vastly larger space it has obtained on the tenth floor of the Atlas Building at San Juan de Letran 21.



# Monsanto

A newer or better material,  
a newer or better process,  
for the progress of industry  
toward newer and better products.

## MONSANTO MEXICANA, S.A.

CONTRIBUTING TO THE CHEMICAL AND ECONOMIC PROGRESS OF MEXICO

## SOCIEDAD FINANCIERA DE INDUSTRIA Y DESCUENTO, S. A.

Private Wire Correspondents of  
BACHE & CO., NEW YORK  
BROKERS AND CORRESPONDENTS  
SECURITIES  
COMMODITIES  
MUTUAL FUNDS  
Advisors on  
MEXICAN INVESTMENTS  
MADERO 47 18-14-67

## ASOCIACION HIPOTECARIA MEXICANA, S. A. de C. V.

Plaza de la República 16-A

México, D. F.

WE SELL MORTGAGE CERTIFICATES WITH INTEREST OF 8% PAID MONTHLY  
AND GUARANTEED WITH URBAN REAL ESTATE THAT REPRESENTS AT  
LEAST TWICE THE AMOUNT OF THE MORTGAGE.

WE ADMINISTER THESE SECURITIES WITHOUT CHARGE

Advertisement authorized by the National Banking  
Commission, authorization No. 601-II-6069 dated February 26, 1960.

## CREDITO BURSATIL, S. A.

I. La Católica 39

México, D. F. Tel. 18-13-60

## DEALERS IN MEXICAN & FOREIGN SECURITIES

Full information available for your investments

MEMBERS OF THE MEXICAN STOCK EXCHANGE

Private Wire Correspondent of  
MERRILL LYNCH, PIERCE, FENNER & SMITH, INC.

# TITULOS FINANCIEROS SERIE "N"

## Nacional Financiera Mexican peso bonds

*10% per annum, net*

*The first quarterly payment was 2.5%*

Can be bought in denominations of 100,  
1,000, 10,000 and 100,000 pesos.

Principal payment due December 31, 1964.

Guaranteed by the resources and experience of  
Nacional Financiera, Mexico's official development bank.

On sale in banks all over Mexico and in

**TITULOS FINANCIEROS SERIE  NACIONAL FINANCIERA, S.A.**

VENUSTIANO CARRANZA NUM. 28

MEXICO 1, D. F.

(Authorized by the National Banking Commission, No. 601-II-7399)

# Are you dreaming of retiring

**YOUR SHANGRI-LA IS IN:**



## "PEDREGAL DE LAS FUENTES" in Cuernavaca



**THE RESORT OF KINGS AT AN EVERY DAY PRICE  
A LUXURIOUS COUNTRY CLUB DEVELOPMENT IN THE GLAMOROUS  
LAND OF FLOWERS**

**COME AND LOOK OR WRITE US**

### **Inmuebles Continental, S. A.**

**Paseo de la Reforma No. 107 México, D. F.**



**YOU DON'T HAVE TO BE A MEXICAN RESIDENT TO PURCHASE PROPERTY HERE. WE WILL HANDLE FREE OF CHARGE THE FILING OF THE NECESSARY APPLICATIONS THAT A FOREIGN CITIZEN HAS TO MAKE IN ORDER TO OWN PROPERTY IN MEXICO.**





ation  
C TO G  
FRAC  
PED  
DE LA  
EVEN  
ESCO  
12  
AULT